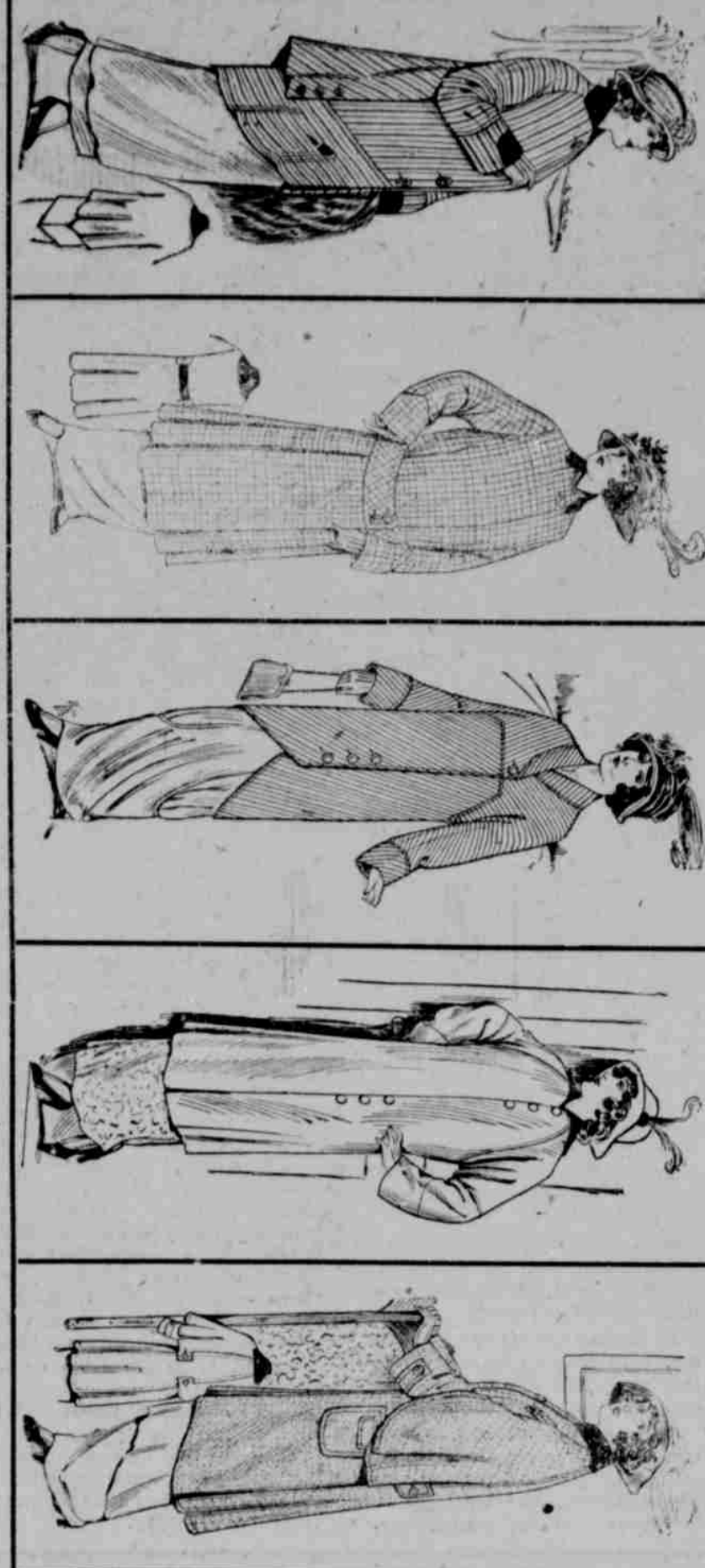


# WARM WEATHER RESPONSIBLE



## Forced Sacrifice of All Coats

Unprecedented warm weather is responsible for the poorest coat selling season ever known to Michigan merchants.

We have hundreds of new garments on our racks that have not even been shown, let alone sold. Everybody knows that no merchant can afford to keep so much money invested in stock that under the most favorable conditions is extremely risky to handle, so we have reluctantly concluded that the wisest course for us is to forego all thought of profit and bend every effort to unload even if at a loss.

## 400 COATS MUST GO

Here are January prices two months ahead of time. Prices that will be severely criticised by competitors as being pure madness, but it is a case of sink or swim with us, so here goes.

### SPECIAL NOTICE!

Customers should make every effort to take advantage of this sale for several reasons. Not only are your chances for being suited almost certain if you come early, but during November and December we are billed to give coat sales in numerous northern towns, the middle days of each week. And during these days many of our garments will be away, so come before if possible.



### LOCAL HAPPENINGS

Mrs. Clint Nelson spent Monday in Elwell.

Ray Bayles of Ithaca was in Alma Monday.

V. P. Cash was in Harrison on business Thursday.

Miss Jeanett Kellogg spent Tuesday in Saginaw.

Miss Adeline Dowker spent the week-end in Saginaw.

\$1.00 Corsets, sale price 49 cents, at Mrs. P. J. Adams'.

American Lady Corsets for 49c at Mrs. Adams' store.

Mrs. Celia Nichols of St. Louis was an Alma caller Friday.

Put Taylor of Elwell was an Alma business caller Saturday.

Levi Pritchard of Elwell transacted business in Alma Monday.

George Ferris of St. Louis was an Alma business caller Monday.

There will be special music at the Baptist church Sunday evening.

Frank Hanna of St. Louis attended the Ferris-Alma game Saturday.

Mr. and Mrs. Hugh Johnson of Elwell were Alma visitors Monday.

Hon. A. B. Darrough of St. Louis was in Alma on business Friday.

Special sale on \$1.00 Corsets at Mrs. Adams' store. Sale price, 49 cents.

Reuben Root and Harry Belback were Saginaw visitors Monday and Tuesday.

The Methodist Sunday school has just received 121 Bibles to be used in the school.

John Flansburg and family of Clare, Mich., are now living in Alma on Grover avenue.

The Home Lumber & Fuel Co. is building a large shed for the shingle department.

Prof. Floyd Maxwell and wife spent the week-end with his parents, near Mt. Pleasant.

Mrs. Marguerite Gill was the week-end guest of Mayor Whitney and family in St. Louis.

Mrs. W. A. Tuttle entertained her sister, Mrs. Jennie Gates Shaul of Durand last week.

Miss Francis Peters of Ithaca has accepted a position with the Michigan State Telephone Co.

Mrs. Apman, the Gossard Corset Demonstrator, will be at Mrs. Adams' Thursday and Friday.

Miss Helen Doane visited from Friday until Monday as the guest of Miss Lena Potter in Ann Arbor.

C. R. Converse and A. L. Converse of Shepherd were guests of their brother, J. E. Converse, Thursday.

Mrs. R. V. Faurot, Mrs. Frank Nesen and Miss Jessie Faurot of St. Louis were shopping in Alma Friday.

Bert Hayward of Breckenridge spent several days of this week as the guest of his brother, Pearce and family.

Louis Hudson and family spent Sunday in St. Louis at the home of his wife's parents, Mr. and Mrs. Will Scott.

George Hayward, who has been confined to his home with rheumatism for the past two months, is now out and able to walk.

Dr. Blaisdell, president of Alma College, gave a fine address to the Men's Bible class at the Methodist church Sunday at 11:30.

Mr. and Mrs. James Jones were guests of Mrs. C. Flewelling Saturday and Sunday. They left Sunday for Vernon where they expect to make their future home.

Senator King and L. A. Sharpe motored to George Young's cabin on the Manistee river Friday and spent Friday and Saturday hunting for the small feathery game.

Watch for the parade Saturday afternoon before the Alma-Olivet football game. Be sure and go to the game. The last of the Alma season. See some real Alma spirit.

The M. L. Perrigo garage is going up fast. That corner will be one of Alma's best. Wide-awake merchants are always welcomed to Alma, the best city of its size in Michigan.

Mr. Carl Washburn, cashier of the First State Bank, will address the Epworth League at Belding next Sunday evening, November 15. Mr. Washburn will be the guest of Rev. Doty while there.

Mr. William A. Bahlke will address the Young Men's Bible Class of the First Presbyterian church on Sunday, November 15th, on the subject, "Law and Lawyers." A cordial invitation is extended to the young men of the congregation and community to be present.

Mrs. Genesta of Shepherd was an Alma visitor Monday.

James Klein spent Sunday with his parents in St. Louis.

Charles Kelley of Elwell was an Alma visitor Monday.

Frank McDonald and wife of Alma have moved to Remus.

Roy Stevenson of St. Louis was an Alma caller Saturday.

Carl Washburn has completed some repairs on his home on Grant avenue.

Judge Manley Stevens of St. Louis was an Alma business caller Tuesday.

Dr. F. C. Thornburgh visited his friend, Dr. Perry, at Chesaning from Tuesday until Friday.

Mrs. E. H. Weese is entertaining her daughter, Florence, of Shepherd this week.

Dr. Bruske of Hope College, Holland, was an Alma business visitor Monday.

Miss Lillian Goll entertained Jack Wax at her home in Breckenridge on Sunday.

F. B. Doherty of Clare was in Alma on business with the Alma Ill. & Eng. Co. Monday.

Rev. Priest was in Jackson Tuesday to attend a B. Y. P. U. state committee meeting.

Carl Harry spent Saturday and Sunday in Grand Rapids on business and pleasure.

Gossard Corset Demonstrator will be at Mrs. P. J. Adams' store Thursday and Friday.

Lloyd Ellison, Ray Tomlin, Albert Dumas and Charles Ward spent Sunday in Saginaw.

The Sugar Factory was closed Tuesday and Wednesday because of a shortage of beets.

Harold Church of Crystal, who has been employed in Alma spent Tuesday and Wednesday at his home.

President Blaisdell gave a talk before the Men's Bible class of the M. E. church Sunday morning. His subject was "Duties of Parents Toward Their Children." Fifty men were present.

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